

<b>TRANSMITTAL FORM</b> <i>(to be used for all correspondence after initial filing)</i>	Application Number	09/401,439
	Filing Date	September 22, 1999
	First Named Inventor	Usama M. Fayyad
	Group Art Unit	3623
	Confirmation Number	4688
	Examiner Name	C.M. Tarae
<input type="checkbox"/> Sent via Express Mail Label No.:	Attorney Docket Number	115377.01

ENCLOSURES <i>(check all that apply)</i>								
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached  <input type="checkbox"/> Amendment / Reply (pages) <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s)  <input type="checkbox"/> Extension of Time Request  <input type="checkbox"/> Express Abandonment Request  <input type="checkbox"/> Information Disclosure Statement with Form PTO/SB/08A ( pages)  <input type="checkbox"/> Response to Notice to File Missing Parts <input type="checkbox"/> A copy of the Notice to File Missing Parts Under 37 CFR 1.52 or 1.5	<input type="checkbox"/> Assignment Papers <i>(for an Application)</i>  <input type="checkbox"/> Drawing(s)  <input type="checkbox"/> Declaration <input type="checkbox"/> Newly Executed ( pages) <input type="checkbox"/> A copy from a prior application (37 CFR 1.63(d)) ( pages)  <input type="checkbox"/> Licensing-related Papers  <input type="checkbox"/> Petition  <input type="checkbox"/> Petition to Convert to a Provisional Application  <input type="checkbox"/> General Power of Attorney (SB80) <input type="checkbox"/> 37 CFR 3.73(b) Statement  <input type="checkbox"/> Terminal Disclaimer  <input type="checkbox"/> Request for Refund  <input type="checkbox"/> CD, Number of CD(s)	<input type="checkbox"/> After Allowance Communication to TC  <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences  <input type="checkbox"/> Appeal Communication to TC <i>(Appeal Notice, Brief, Reply Brief)</i>  <input type="checkbox"/> Proprietary Information  <input type="checkbox"/> Status Letter  <input type="checkbox"/> Application Data Sheet  <input type="checkbox"/> Request for Corrected Filing Receipt  <input type="checkbox"/> Return Receipt Postcard  <input checked="" type="checkbox"/> Other Enclosure(s) <i>(please identify below):</i> <input checked="" type="checkbox"/> Issue Fee Transmittal <input checked="" type="checkbox"/> Comments on Statement of Reasons for Allowance  <input type="checkbox"/>						
CERTIFICATE OF MAILING OR TRANSMISSION <i>(Under 37 CFR § 1.8(a))</i>  I hereby certify that this correspondence is being electronically deposited with the USPTO via EFS-Web on the date shown below:  <table style="width: 100%;"> <tr> <td style="width: 30%;">August 4, 2008</td> <td style="width: 30%; text-align: center;">Nathan M. Rau/</td> <td style="width: 40%; text-align: center;">Signature</td> </tr> <tr> <td>Date</td> <td style="text-align: center;">Nathan M. Rau</td> <td style="text-align: center;">Printed Name</td> </tr> </table>			August 4, 2008	Nathan M. Rau/	Signature	Date	Nathan M. Rau	Printed Name
August 4, 2008	Nathan M. Rau/	Signature						
Date	Nathan M. Rau	Printed Name						
Remarks <input checked="" type="checkbox"/> The Commissioner is hereby authorized to charge any additional fees required, or credit any overpayments, to Deposit Account No. 50-0463 for the above identified patent application.								

SIGNATURE OF ATTORNEY OR AGENT					
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First Named Inventor:	USAMA M FAYYAD	Attorney Docket No.:	115377.01
Application No.:	09/401,439	Group Art Unit:	3623
Filed:	September 22, 1999	Confirmation Number:	4688
Customer No.:	22971	Examiner:	CATHERINE MICHELLE TARAE
Title:	DATA MINING FOR MANAGING MARKETING RESOURCES		

Commissioner for Patents  
P.O. Box 1460  
Alexandria, VA 22313-1450

### Comments on Statement of Reasons for Allowance

Dear Sir:

Applicants acknowledge the allowance of claims in the subject application by the Examiner with appreciation. The Applicants agree with the Examiner's Statement of Reasons for Allowance to the extent that the claims of the present invention are patentable over the references in the record. The Applicants expressly traverse the Examiner's Statement of Reasons for Allowance to the extent that any comment is intended or has the effect of limiting a claim scope, explicitly or implicitly, by not reciting verbatim the respective claim language, or is intended or has the effect of limiting a claim scope by stating or implying that all the reasons for patentability are in any way fully enumerated.

Moreover, it appears that the Examiner's Statement of Reasons for Allowance reiterates the Examiner's arguments made during prosecution. By virtue of the Examiner's allowance of the claims over the cited references and the associated arguments, it is believed that the previous arguments made by the Examiner have been overcome. Additionally, Applicants specifically do not acquiesce or agree in any manner as to the comments made by the Examiner regarding what the prior does or does not teach. Indeed, Applicants have pointed out the errors in the comments/arguments in Applicants' Response to the Final Office Action.

The Applicants further point out that the reasons for allowance set forth by the Examiner are not the only reasons that the claims are allowable. Further reasons for allowance

of the claims beyond those enumerated by the Examiner are described and set forth in the Applicants' specification. In addition, structures and methods that perform substantially the same function in substantially the same way to achieve substantially the same results are included within the scope of the claims.

Finally, as the Examiner's reasons for allowance are not exhaustive, such reasons for allowance do not establish an estoppel against Applicants seeking and obtaining allowance of additional, broader claims in a continuation application, which Applicants reserve the right to file.

Respectfully submitted,  
Microsoft Corporation

Date: August 4, 2008

By: /Nathan M. Rau/

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/Noemi Tovar/  
Noemi Tovar